

KWIK KERB

Own Your Own Money Machine!

The concrete curbing business is booming in Australia and Kwik Kerb has been developing this decorative landscape edging business for 20 years. Two Kwik Kerb Business Owners discuss how they took advantage of this home based business.

Disillusioned with the tourism industry, Brian Coubrough bought his Victorian Kwik Kerb Business 13 years ago, wanting to work outdoors and close to home. He initially had a garden maintenance business in mind, but a Franchise and Business Opportunity Show demonstration encouraged him to investigate Kwik Kerb.

After initial training, Brian commenced work immediately: "I was straight into it - right from the time I picked up my trailer. I didn't place an ad for the first seven weeks because I was picking up work from people seeing me out there." Brian still has plenty of work nowadays, being continually booked 4-5 weeks in advance. At particular times of the year he's booked solid for two months: "I've never not had a job to go to."

Brian says his customers are 60% referral-based: "The more work you do, the more you create." Even though he advertises in a local paper and the Yellow Pages, Brian is still benefiting from his initial marketing days: "I used to go out and shake hands with landscapers and concreters - anyone I

thought could assist me in getting business." He would call in regularly to garden suppliers, leaving his business cards and brochures: "All of those things have paid off because I'm very well known in the area. A lot of the people that I made friends with early on are still using me."

Brian paid his business off in a couple of years and now, at 61 years, his life is comfortable: "I'm getting a bit older and slowing down a bit." In the early years Brian would do five jobs a week. Scaling back to three a week hasn't hurt a bit: "I'm earning just as much as I did when I first started."

Twenty-six year old Reid Alfred bought his Brisbane-based Kwik Kerb Business three years ago: "I wanted something that would produce good profits. A lot of franchises and franchise style business opportunities only earn \$1,000-\$2000 a week, whereas with Kwik Kerb, I've found it's a lot higher than that."

Having a business advisor as a father helped, but Reid also spent six months researching the Kwik Kerb business before committing to

buying. He spoke to five Kwik Kerbers across Australia and then went out and worked alongside five operators around Brisbane: "I wanted to see what the work was like, how easily the work came and how hard it was. I was only about 22 at the time. It was a significant investment for me and I wanted to make sure that what Kwik Kerb was saying and what was actually going on in reality matched."

Three years into his five year plan, Reid is more than content with the progress of his business and is enjoying the financial rewards. Being able to afford his own home as well as being his own boss means Reid Alfred can allocate time to renovate.

Reid gained a lot of support and inspiration from one particular Kwik Kerber who originated from Burma: "When I first met him he could hardly speak any English. Here was this immigrant earning well over \$100,000 a year and I thought if this guy can do it, I should be able to do it!" ❖

For more information on owning a Kwik Kerb Business visit www.kwikkerb.com.au

